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ABSTRACT

Concepts at the heart of intercultural communication are addressed in a step-by-step manner and include individualism and collectivism, monochronic and polychronic concepts of time, verbal and nonverbal communication styles, and power distance relationships in the workplace. Cross-cultural dialogues are used as pre- and post-tests to analyze the ideas introduced. The exercises presented are simple, clear, and enlightening. Culture has an invisible dimension (assumptions, values, and beliefs) and a visible dimension (behavior) and these two dimensions relate to each other as cause and effect, respectively. Four stages of cultural awareness are defined and discussed. Chapter titles are: (1) "What is Culture?"; (2) "Building Blocks of Culture"; (3) "Styles of Communication"; (4) "Culture in the Workplace"; and (5) "The Cross-Cultural Perspective." The book concludes with an epilogue and books for further information on cultural differences and intercultural communication. (BT)

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